

"Social networks have always been around. We just called them friends back then. The all-new Chevrolet Cruze."

GSP had just launched the new Chevy tagline, "Chevy Runs Deep" and wanted a brand campaign to set the stage for further work. The strategy was to acknowledge the role Chevy played in our past while at the same time recognizing its place in our future. Tricky? Yes, but definitely doable.

**Chevy Cruze** Brand Ad

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ANDREW FARAH VEHICLE CHIEF ENGINEER, GLOBAL ELECTRIC VEHICLES

# CHANGING THE WORLD

"Volt is significantly different from other electric vehicle concepts because you have two onboard sources of energy. You have the electric source—the battery. And a backup generating system that we call range-extending, which uses gas to generate electricity to continue your drive. A while back, I drove to Florida from my home in Michigan. I left with a full battery and a full tank of gas. For the first part, I drove gas-free. Later the system switched over to extended range and the next thing I knew, I was in Kentucky. Volt just fits whatever you need to do."



Volt is available to order at participating dealers. Quantities limited.  
EPA-estimated 35-mile range based on 94 MPGe (electric); 340-mile range based on 35 MPG city/40 highway (gas).  
Actual range varies with conditions.

These three simple words summed up the philosophy behind the development of Volt. Vehicle Chief Engineer, Global Electric Vehicles, Andrew Farah spearheaded a team committed to building a game changer. And boy, did they succeed.

The decision to use testimonials from Chevy engineers and designers not only put a human face on a giant company, it also communicated a commitment to innovation and attention-to-detail not usually associated with Chevy. Readers felt a new confidence from every page. Things were changing. For the good.

## Chevy Volt Philosophy

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*A curtain of rain opens. A layer  
of mist lifts. A new kind of quiet takes over  
as you settle into every bend  
in the road.*

**AT A GLANCE**  
2010 and 2011 IIHS Top Safety Pick  
ECOTEC® 2.4L Direct Injection 4-cylinder engine  
6-speed automatic transmission with overdrive  
StabiliTrak® Electronic Stability Control System  
with Traction Control and rollover mitigation  
Available all-wheel drive

Equinox LTZ shown in  
Mocha Steel Metallic.

Drivers feel passionate about Equinox. Every experience is somehow special when they're in their SUV. We wanted to convey this emotional connection through prose. Short. To the point. Yet eloquent. You don't expect a car company to talk like this which is why it's so powerful.

## Chevy Equinox

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Numbers **The Invisible Language.**

You wake up in the morning and what do you see? A clock. The cell phone rings, what do you see? More numbers-- this time as a form of identification. You get into your car and you look at your watch to make sure you won't miss your meeting. Then you look at the speedometer and see more numbers. (So that you don't get a ticket--another number--cha-ching!) So stop for a moment. Make a quick list of how many times a day you feel the power of "numbers."

Numbers communicate time, space, measurements, cultural significants, mathematical equations, locations as well as religious beliefs and taboos. The list is endless. But numbers are more than symbols of the physical world, they also represent our emotional/hidden world. Take the joyous occasion of birth. Every baby is weighed in numbers. Say 8lbs 12 ozs. and you envision a healthy, full-term infant with a whole lifetime of possibilities ahead of him or her. Say 2lbs. 6 ozs. and you can literally feel the anxiousness of an uncertain future envelop you.

How we arrange numbers. See them and use them relates to our own individual culture regardless of age, race or nationality. Numbers can be read and understood by every person in this universe. Without prejudice or words.

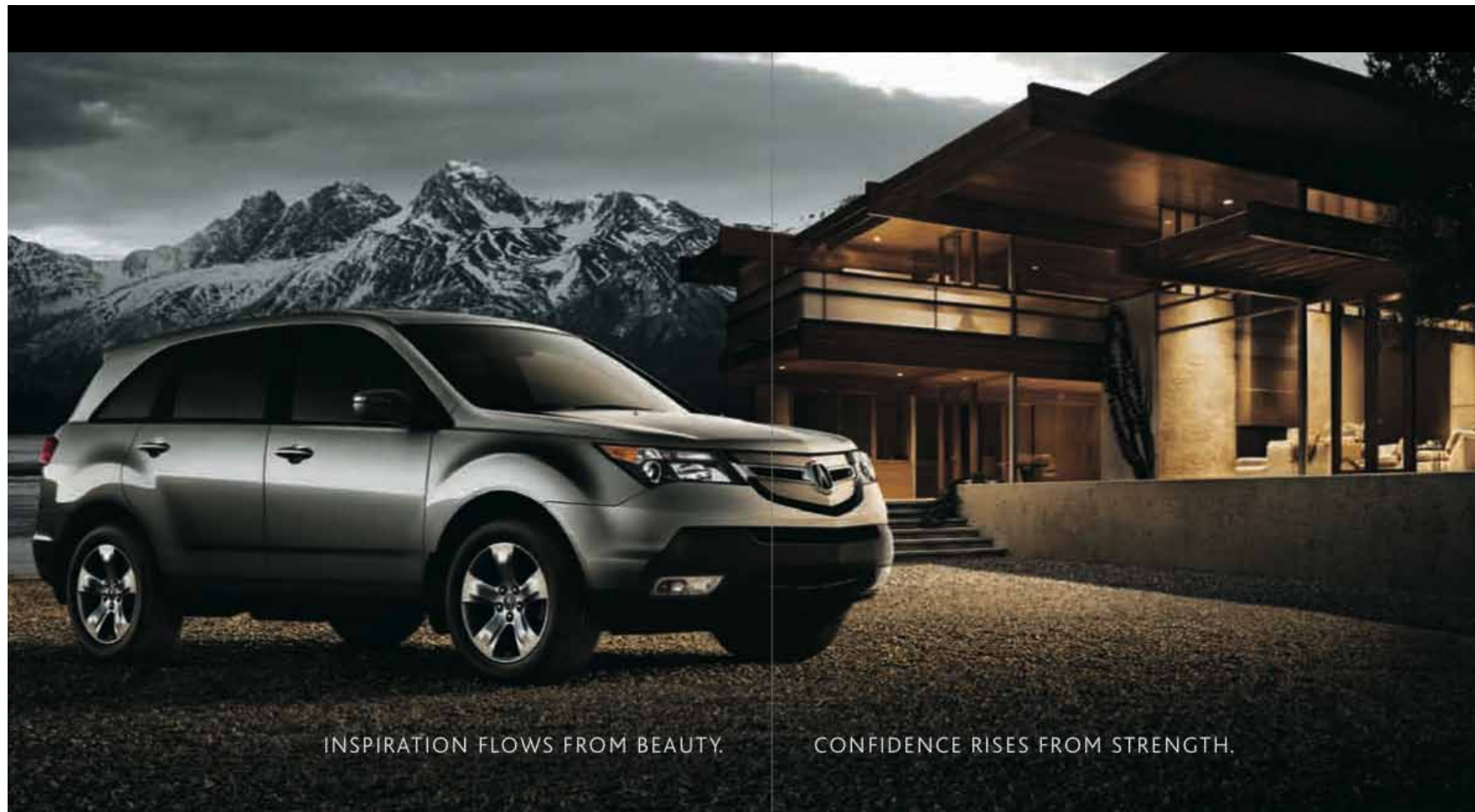


Every year Burti approaches a different agency for new ideas to showcase their printing capabilities. In '06, The Designory was invited to create a fresh look for their book. Various teams presented their ideas to Burti. Our concept "The Invisible Language" was chosen and production began. It involved close collaboration with both local and Brazilian photographers and is still a work in progress.

**BURTI graphico** Promo Book

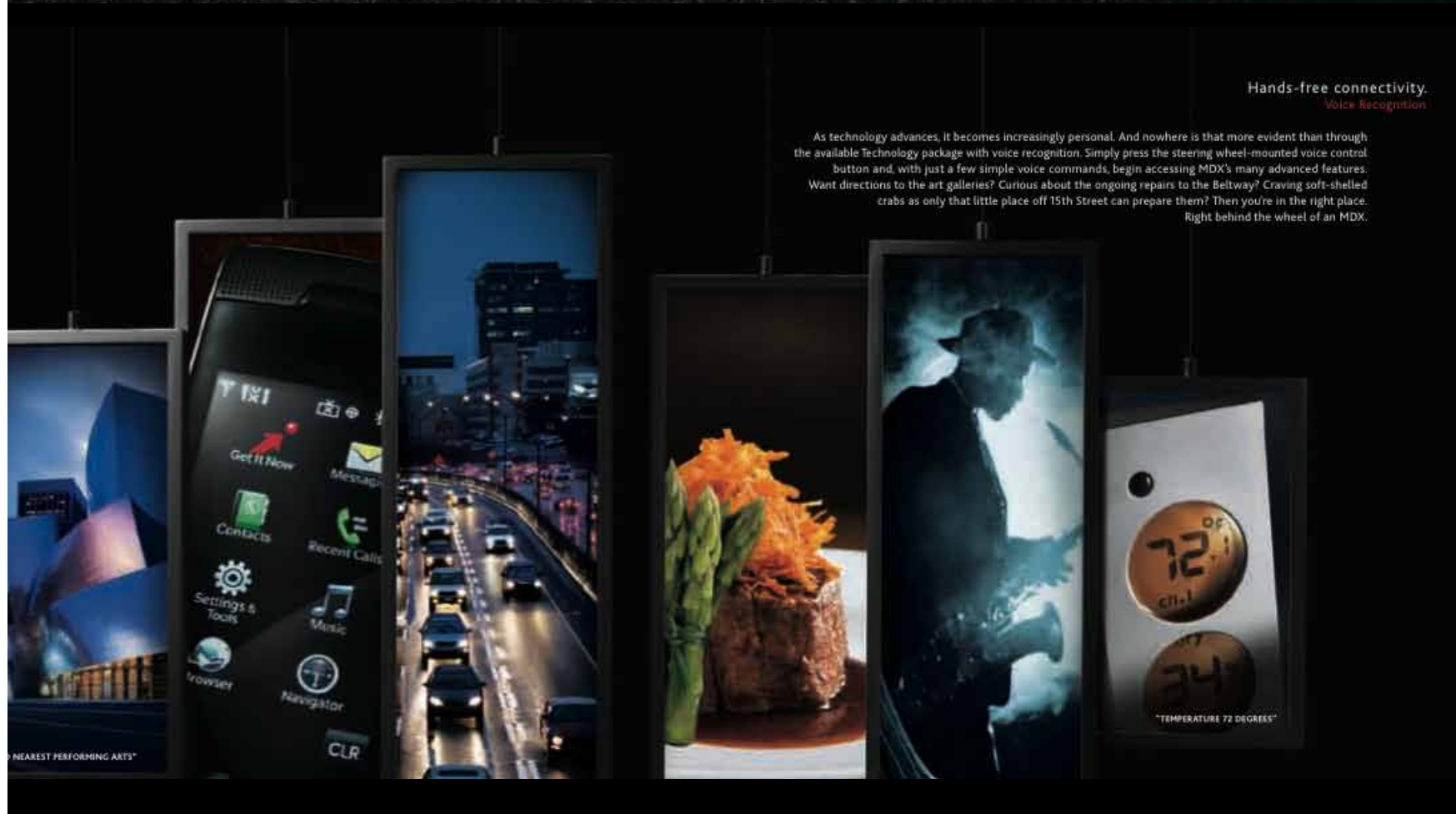
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INSPIRATION FLOWS FROM BEAUTY.

CONFIDENCE RISES FROM STRENGTH.



Hands-free connectivity.  
*Voice Recognition*

As technology advances, it becomes increasingly personal. And nowhere is that more evident than through the available Technology package with voice recognition. Simply press the steering wheel-mounted voice control button and, with just a few simple voice commands, begin accessing MDX's many advanced features. Want directions to the art galleries? Curious about the ongoing repairs to the Beltway? Craving soft-shelled crabs as only that little place off 15th Street can prepare them? Then you're in the right place. Right behind the wheel of an MDX.

As the flagship, MDX is the epitome of Acura's commitment to innovation. Its high level of luxury, performance, technological advances and even safety are pushed. Then pushed even further. This kind of obsession drove Acura engineers to fine-tune MDX's performance at the legendary Nürburgring track. A passion that comes through on every page.

## Acura MDX

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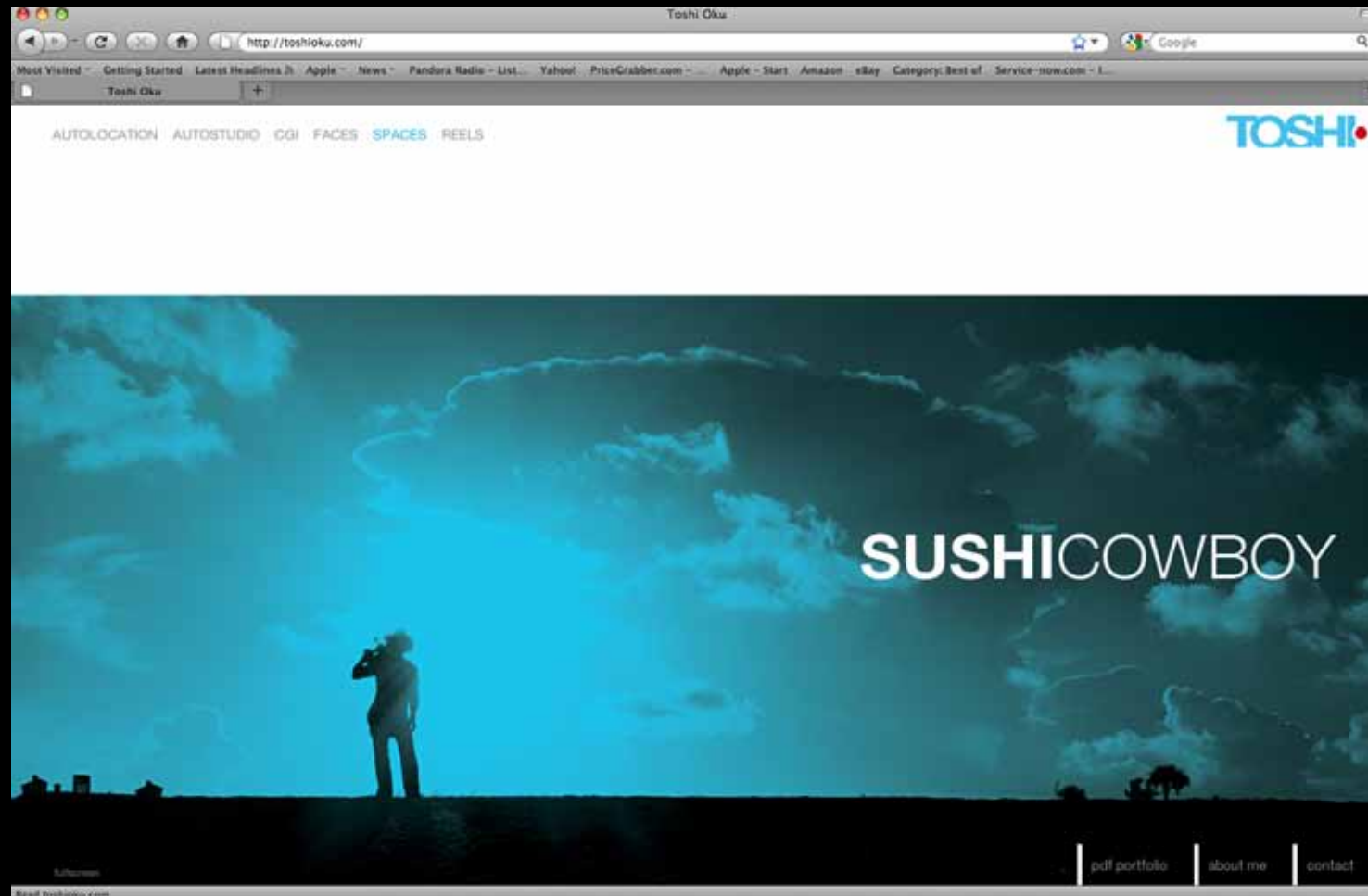
Our job was to shift the perception of an entire category. And in the process, position Nissan's new stylish Quest as the ultimate minivan for the modern sexy mom. By teaming up with an amazing illustrator, we created a fashion-forward fantasy world. The pre-launch featured a series of cards, highlighting different parts of the Quest. Two sheets of stickers full of people, kids, pets and the stuff you'd want to take along were also included. The reader then went through the cards using the stickers to visualize their particular family. The launch book (actually two books) continued the theme by taking an editorial approach to Quest's style, performance, safety, color and trim. And a children's book, complete with pull-up windows, that told the utility/storage and versatility story.

## Nissan Quest Pre-Launch + Launch Brochure

award One Show / IAAA-SILVER

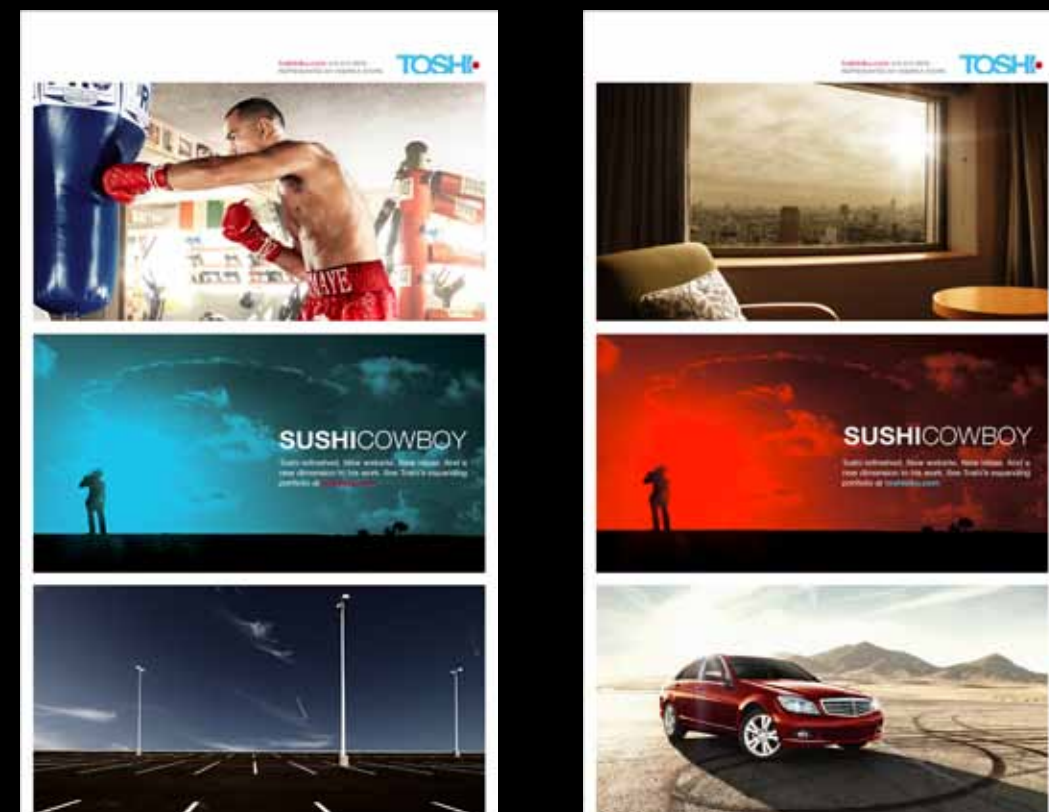
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Keeping it simple, yet powerful. We also knew that we have to come up with something that is catchy besides his name and brand new color palette. A word that can brand Toshi - "SushiCowboy" was more than 2 descriptive words, it represents east and west, since Toshi was originally from Japan but now lives in Los Angeles. Besides Toshi does loves wearing his boots and cowboy hat and belt buckle even in a sunny hot desert weather.

[www.toshioku.com](http://www.toshioku.com)



## Toshi Oku Rebranding

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Behind every brand  
is a **culture**.  
Here's a glimpse  
into ours.

Live intensely.  
Speak your mind and open your ears.

Grab the lead. Tear down walls.  
Bring lunch. Have meetings outdoors.  
Work anywhere, anytime.  
Stay connected.  
Learn Mandarin.

Insist on big ideas.



The direction for our agency self-promo was simple. Keep it powerful and easy-to-understand. The concept--"Curiosity"--was just a natural reflection of the shop's personality. Each page was created to communicate a singular message with stimulating visuals and direct copy. A pocket was built into the rear to accommodate various case studies.

## The Designory Self Promotional collateral

award Mobius Advertising Award

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